



**Town of Stow, MA
Building Department
Application for a Banner Permit**

Name/Organization _____

Contact _____

Address _____

Description of Activity: _____

Phone: _____ Cell: _____

Email: _____

INSTALLATION DATE: _____

REMOVE DATE: _____

ACTIVITY DATE: _____

PREFERRED BANNER LOCATION

- High Rock Chapel – Blue Door Church (Route 117 & 62)
- First Parish Church – Town Common (Route 117 & 62)
- St. Isidore Church (Route 117)

**Size and Technical
Specifications:**

- Height: 44 inches
- Length: 12 to 25 feet
- Durable material
- Grommets (minimum 3/8" diameter) along the top and bottom spaced about two feet apart.

ATTACH A SCALE DRAWING INDICATING THE FOLLOWING:

1. Size and technical specifications in accordance with the Policy
2. Text and color

OFFICE USE ONLY

- **PERMIT DENIED** – The proposed banner appears NOT to be permitted under the Banner Policy of the Town of Stow.
- **PERMIT APPROVED** – The proposed banner appears to be in accordance with the Banner Policy of the Town of Stow.

ISSUED BY: _____ DATE: _____

COMMENTS: _____

PERMIT NUMBER: _____

BANNER FEE: \$75.00 PAYABLE BY ALL SPONSORS, EXCLUDING TOWN BOARDS AND COMMITTEES.

NOTE: BANNER SHALL BE TAKEN TO THE HIGHWAY DEPT. 88 SOUTH ACTON ROAD. THE HIGHWAY DEPARTMENT WILL INSTALL AND REMOVE THE BANNER.

* Revised on 5/1/2017

Policy on Banners
Effective March 3, 2010
Revised May 1, 2017

Pursuant to the Board of Selectmen's authority found in Section 6 of Article 6 of the Town of Stow General Bylaws, the following Policy is hereby adopted, to be effective upon the filing of the same with the Town of Stow Town Clerk on March 3, 2010.

Purpose

The purpose of this policy is to ensure that, where permitted by the Town, banners placed on or over public ways and public property comply with reasonable regulations governing public safety. Accordingly, the Board of Selectmen has adopted the following Policy, which shall apply to all banners permitted herein.

This policy covers banners that are placed over public ways in the Town of Stow. It provides the rules all banner sponsors must follow as well as the permitting process. Banner placement shall be limited to the following locations:

- High Rock Chapel – Blue Door Church (Route 117 & 62)
- First Parish Church / Town Common (Route 117 & 62)
- St. Isidore Church (Route 117)

Allowable Sponsors

Only non-profit, charitable, municipal or religious sponsors of Stow community and school district activities may request permits for banners. Examples of community activities include: Run for the Woods, Sounds of Stow Concerts, Springfest, Nashoba Regional High School productions, Community Chest fund drive, Town Meeting and election announcements, etc. Examples of banners that are not allowed are those promoting candidates for office, political positions, ballot questions, any election or other voter-related event, etc.

Permitting Authority and Process

The Selectmen have delegated permitting authority to the Building Inspector. Before applying, sponsors must read the Policy on Banners on the town website or request a copy from the Inspector. Contact the Building Department at (978)-897-2193 with any questions.

Sponsors may apply starting three months prior to the activity in question. Applications filed less than 30 days prior to the requested installation date will not be accepted.

The Inspector will issue permits within two weeks of receipt of the application. If there is a problem with the application, the Inspector will contact the sponsor promptly. Space for banners is limited, and applications will be reviewed and approved on a first-come-first-served basis. There is a limit of one banner per activity. At the time the Inspector issues the permit, he or she will also notify the Highway Department.

Banners related to municipal activities will have priority; e.g., Springfest.

Sponsors must complete an “Application for Banner Permit” form and submit it via hard copy. (The form is attached to this document. It can also be obtained from the Building Inspector’s office.)

Installation and Removal

The Highway Department is responsible for hanging banners and removing them and will place the banner in one of three locations. The sponsor can request a specific location in the application, and the Highway Department will make every effort to place the banner where requested. However, due to size or other banners that may already be hanging or permitted, the Highway Department has the right to place the banner at any of the three locations.

The sponsor must deliver the banner and a copy of the permit to the Highway Department at least one week before the installation date. Banners will be installed no earlier than two weeks prior to the activity. The Highway Department will plan to remove the banner and take it to the Highway Department for pick up within one week after the activity.

The sponsor must pick up the banner within two weeks following the removal; otherwise, a storage fee of \$30 per week may apply.

Size & Technical Specifications

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